



AMERICAN CATALOG
MAILERS ASSOCIATION

ACMA Supplier Membership: 7 Compelling Reasons to Join

*If you are a supplier to companies that mail catalogs, you may be wondering what the value is in joining an advocacy organization that is completely focused on the needs of catalog mailers. Below are **7 specific points** as to why supplier members (and not just the catalogers) need to be on board as well.*

1. You're **taking certain action** to protect the long-term financial health of your catalog client base, and you demonstrate an unwavering commitment to the catalog vertical.
2. ACMA's work has resulted in **higher circulation volumes** than would have been the case otherwise.
3. Your support is crucial in keeping the ACMA healthy enough to continue **fostering greater catalog mail volume**.
4. Your support for ACMA is **a reminder to mailer members** of the services you make available to them and a constant reminder that you are willing to bid for their business.
5. You can **cultivate your business relationships** with cataloger members and use your considerable influence through relations with USPS and other organizations to keep them mailing.
6. You gain the chance to **develop close executive relationships** with owners, officers and thought-leaders in the catalog industry rather than just the purchasing agents. For the most part, the primary member contacts from ACMA cataloger members are CEOs.
7. Lastly, it's no secret that marketing channels continue to shift to online and away from print. But that shift doesn't have to be so severe. Catalog postage is far less than it would have been if not for ACMA's advocacy. If we grow and are better supported, we'll ensure there continues to *be* a catalog industry. Plain and simple: That gives you **more healthy customers** and prospects to work with.